

# Exhibit A

# REALTOR MAGAZINE Mailing List

REALTOR MAGAZINE is the official magazine of the NATIONAL ASSOCIATION OF REALTORS (NAR) - the largest trade association in the world with over 1.3 million members. The magazine is published 6 times per year and reports on industry best practices, trends and tools of the trade - all with the mission of helping NAR's members achieve business success. Subscribers are real estate professionals who are members of NAR and adhere to its strict Code of Ethics.

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## SEGMENTS

COUNTS THROUGH 01/10/2022

1,413,832	TOTAL UNIVERSE / BASE RATE	\$120.00/M
1,413,832	ACTIVE SUBSCRIBERS	\$120.00/M
511,141	BUSINESS ADDRESS	+ \$10.00/M
848,566	HOME ADDRESS	+ \$10.00/M
74,512	COMMERCIAL REALTOR	+ \$20.00/M
	CONSUMER OFFER RATE	\$95.00/M
	FUNDRAISING RATE	\$85.00/M

## DESCRIPTION

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REALTOR MAGAZINE subscribers represent a massive market for products and services, collectively spending \$6.6 billion annually for their businesses.

### \*\*\*\*\* Fast Facts \*\*\*\*\*

Median Age of Realtors.....54  
Average HH Income.....\$100,800  
Average realtor income.....\$99,800  
Average Realtor Investment.....\$460,200  
Own computers & electronics at home.....95%  
Own/Use computers for work.....94%  
Use cellular phones.....95%  
Have Online/Internet access at home.....90%  
Have investment portfolios.....80%  
Work from Home Office.....81%  
Give business gifts.....82%  
Average Gift Amount.....\$55  
Attended college.....83%

\*\*\*\*\*

## ORDERING INSTRUCTIONS

POPULARITY: 100

MARKET: BUSINESS

CHANNELS: 

SOURCE: MEMBERSHIP

PRIVACY: UNKNOWN

DMA?: YES - MEMBER

STATUS: STANDARD PROVIDER

GEO: USA

GENDER: 48% FEMALE 42% MALE








## SELECTS

# OF AGENTS	\$15.00/M
AGE	\$10.00/M
GENDER/SEX	\$5.00/M
INCOME SELECT	\$15.00/M
MEMBER TYPE	\$20.00/M
SCF	\$10.00/M
SPECIAL SEL.	\$15.00/M
STATE	\$10.00/M
ZIP	\$10.00/M

## ADDRESSING

KEY CODING	\$5.00/M
BUSINESS ADDRESS	\$10.00/M
FTP	\$50.00/F
HOME ADDRESS	\$10.00/M

## RELATED LISTS

-  AMERICAN BAR ASSOCIATION MASTERFILE
-  ACXIOM INFOBASE CONSUMER LIST
-  AMERICAN CITY BUSINESS JOURNALS - U.S. SUBSCRIBERS
-  AMERICAN BAR ASSOCIATION SOHO LAWYERS
-  ACCUTREND NEW BUSINESS LEADS - NBD
-  HARVARD BUSINESS REVIEW - ACTIVE SUBSCRIBERS
-  COMMERCIAL PROPERTY EXECUTIVE MAGAZINE (FORMERLY COMMERCIAL PROPERTY NEWS)
-  NATIONAL REAL ESTATE DATABASE
-  WEALTHIER INVESTMENT MASTERFILE
-  TRANSFORMING DEBT INTO WEALTH SYSTEM

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- REUSE IS AVAILABLE

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